## ORDER

Orders

Order / Rev:

36901

Alt Order #:

08837640

Product Desc:

OCEQUERA/CON/DEM

Estimate:

1559

Flight Dates:

08/21/12 - 08/27/12 08/06/12 / 09/05/12

Original Date / Rev: Order Type:

**GENERAL** 

**GMMB** 

Primary AE:

Mike Jones

KLAS

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Cash Billing Calendar: Broadcast

Billing Cycle:

Agency Commission:

EOM/EOC

15%

Advertiser

Name:

Oceguera, John CD3

Demographic:

A35+

Product Codes:

Revenue Codes:

P01

LV1 Priority:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

# Spots Gross Amount Net Amount End Date 5 \$8,850.00

0

08/26/12 07/30/12 08/27/12 08/27/12

\$0.00

\$7,522.50 \$0.00 **Totals** 

Month # Spots Gross Amount Net Amount Rating 0.00 \$8,850.00 \$7,522.50 August 2012 5 5 \$7,522.50 0.00 \$8,850.00 Totals

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike lones			Start Of Order - End Of Order	100%

Order Share	Share	Total \$8,850.00		
KLAS	30%			
Market	100%	\$29,500.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$7,375.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,475.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	08/21/12	08/27/12	8 News Now 6a M	-F CM	6-7a	MTWTF	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
			8 News Now 6a M	1-F								
8 NEW	S NOW AT	7AM										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08	/21/12	08/27/12	-TWTF	1	\$1,100.00	0.00						
E 2 8	08/21/12	08/27/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
			CBS This Morning	1								

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 Order / Rev:
 36901
 Advertiser:
 Oceguera, John CD3

 Alt Order #:
 08837640
 Product Desc:
 OCEQUERA/CON/DEM
 KLAS

 Flight Dates:
 08/21/12 - 08/27/12
 Estimate:
 1559

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **CBS THIS MORNING** Spots/Week Rating Start Date End Date Weekdays <u>Rate</u> Week: 08/21/12 08/27/12 -TWTF--\$900.00 0.00 08/26/12 08/26/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$1,200.00LV1 0.00 NM \$5,000.00 **CBS News Sunday Morning CBS NEWS SUNDAY MORNING** Spots/Week Rating Start Date End Date Weekdays Rate 0.00 08/26/12 1 \$1,200.00 Week: 08/20/12 **Description** Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range 8 08/20/12-08/26/12 CBS News Sunday Morning CBS Sunday Morn :30<del>(\$1,200.00)</del> 0.00 NM See MG 3.2,3.3,3.4,3.5 [DA] 8 08/24/12-08/24/12 SD Charger Football ---F---:30 \$5,000.00 0.00 NM Fri 8-11p 2 **MG** for 8.1,5.2,7.1,5.1,6.1,6.2,3.1 aired in program ordered (5:30 PM-6:00 P----Sa--<del>(\$575.00)</del> 0.00 NM 8 08/25/12-08/25/12 Politics Now S Sebelius Various :30 Credited Pgm not airing - move \$ to 8801765 (5:30 PM-6:00 P----Sa--:30 (\$575.00) 0.00 NM 8 08/25/12-08/25/12 Politics Now S Sebelius **Various** Credited Pgm not airing - move \$ to 8801765 08/21/12 08/27/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$650.00LV1 0.00 NM 1 \$650.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Rating Start Date End Date **Weekdays** Rate MTWTF--\$650.00 0.00 08/27/12 Week: 08/21/12 \$900.00LV1 0.00 NM n \$0.00 MTWTF--:30 08/21/12 08/27/12 8 News Now 4p M-F CM 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--\$900.00 0.00 Week: 08/21/12 08/27/12 Weekdays Length Rate Rtg Type Start/End Time Spot Ch Date Range **Description** MTWThF----:30 (\$900.00) 0.00 NM 8 08/21/12-08/27/12 8 News Now 4p M-F 4-5p See MG 3.2,3.3,3.4,3.5 :30 <del>(\$900.00)</del> 0.00 NM 8 08/21/12-08/27/12 8 News Now 4p M-F 4-5p MTWThF----See MG 3.2,3.3,3.4,3.5 :30 2 \$1,250.00LV1 0.00 NM n \$0.00 08/21/12 08/27/12 8 News Now 5-630p M-FCM 5-630p MTWTF--E 6 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Weekdays Spots/Week Rate Rating MTWTF--2 \$1,250.00 0.00 Week: 08/21/12 08/27/12 <u>Length</u> Rate Rtg Type Start/End Time Weekdays 1 **Description** Spot Ch Date Range :30<del>(\$1,250.00)</del> 0.00 NM MTWThF----8 08/21/12-08/27/12 8 News Now 5-630p M-F 5-630p See MG 3.2,3.3,3.4,3.5 :30<del>(\$1,250.00)</del> 0.00 NM 8 08/21/12-08/27/12 8 News Now 5-630p M-F 5-630p MTWThF----See MG 3.2,3.3,3.4,3.5 1 \$1,700.00LV1 0.00 NM n \$0.00 MTWTF--:30 E 7 08/21/12 08/27/12 8 News Now 11p M-F 11-1135p 8 News Now 11p M-F 8 NEWS NOW AT 11PM Rating Start Date End Date <u>Weekdays</u> Spots/Week Rate 0.00 MTWTF--1 \$1,700.00 Week: 08/21/12 08/27/12 Start/End Time Weekdays Length Rate Rtq Type **Description** <u>Spot</u> Ch Date Range :30<del>(\$1,700.00)</del> 0.00 NM 11-1135p MTWThF----8 08/21/12-08/27/12 8 News Now 11p M-F See MG 3.2,3.3,3.4,3.5 [DA] :30 \$750.00LV1 0.00 NM 0 \$0.00 E 8 08/25/12 08/26/12 8 News Now 11p Sa/SuCM 11-1135P ----SS 8 News Now Sa/Su 11p

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Totals

5

\$8,850.00

Order / Rev: 36901 Advertiser: Oceguera, John CD3 OCEQUERA/CON/DEM Alt Order #: 08837640 **Product Desc: KLAS** 08/21/12 - 08/27/12 1559 Flight Dates: Estimate: Break Start/End Time Days Ln Ch Start End **Inventory Code** Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW AT 11PM-WKND Rating <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 08/20/12 08/26/12 ----SS 1 \$750.00 0.00 Start/End Time <u>Spot</u> Ch Date Range Description <u>Weekdays</u> Length Rate Rtg Type 11-1135P -----SaSu :30 (\$750.00) 0.00 NM 8 08/20/12-08/26/12 8 News Now 11p Sa/Su See MG 3.2,3.3,3.4,3.5 [DA] 1 \$1,200.00LV1 0.00 NM 08/26/12 08/26/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$1,200.00 N 9 **CBS News Sunday Morning** Spots/Week Rating Start Date **End Date Weekdays** Rate ----s Week: 08/20/12 1 \$1,200.00 0.00 08/26/12